

## ABSTRACT OF THE DISCLOSURE

A display for supporting and displaying golf clubs is configured to support the golf clubs by their heads such that the club shaft is oriented downwardly. The display includes a support member and at least one cradle mounted to the support member. The cradle has first and second upwardly curving arcuate support arms separated from one another by a trough. Each of the support arms defines an uppermost portion with the trough between the support arms. The cradle is configured such that the support arms uppermost portions are non-linear relative to one another through the trough. The golf club is positioned in the cradle resting on the support arms and with the shaft extending downwardly from about the trough.